

# LEADING THE WAY

A Profile in Successful Energy Management



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## How EPA's ENERGY STAR® Program Helped Unite HanesBrands' Energy Strategy

# HANES *Brands Inc*

### The Challenge

HanesBrands is a global consumer goods company whose apparel essentials are found in eight out of ten households in America. The company formed in 2006 from the integration of several business units and manufacturing entities; each of which had an independent approach to energy management. Some units and entities had tracked energy performance before Hanes' integration, but most had implemented single energy projects without the support of a unified corporate structure. Energy management strategies saw limited employee engagement, little visibility for energy efficiency efforts, and minimal sharing of best practices. Hanes identified the need for a company-wide program that would protect the environment and also save energy and reduce costs through energy management strategies, peer benchmarking, best practice application, and performance certification.

### Building an Energy Program

Hanes turned to EPA's ENERGY STAR program for solutions. Recognizing that a strong corporate commitment to managing energy comes first, Hanes used the ENERGY STAR Guidelines for Energy Management to issue a corporate energy management policy and build a cohesive energy program across all facilities. Hanes made ENERGY STAR the platform for its global energy management structure and strategically used the nationally-recognized ENERGY STAR brand to garner support and unify activities. The consumer goods-oriented company understood that the ENERGY STAR brand, highly recognized and trusted by consumers, was the ideal means for moving its organization forward.

Energy efficiency was integrated into the overall corporate growth strategy. The company leveraged ENERGY STAR's practical tools and strategies to communicate and implement energy management practices at every level of the company. Site level goals and strategies were aligned with corporate objectives and detailed action plans were prepared using the company's lean and A3 processes. ENERGY STAR Energy Program and Facility Assessment Matrices helped Hanes evaluate energy management practices across the organization. The ENERGY STAR Teaming Up to Save Energy guide provided the structure to launch and maintain an effective

## Overview

### HanesBrands



ENERGY STAR PARTNER SINCE  
**2007**



ENERGY INTENSITY REDUCTION<sup>1</sup>  
**21.7%**



GHG EMISSIONS PREVENTED (MTCO<sub>2</sub>e)<sup>1,2</sup>  
**77,994**



DOLLARS SAVED<sup>1</sup>  
**23** million in 2012



NUMBER OF FACILITIES  
**266**



ENERGY STAR CERTIFIED FACILITIES  
**1**



ENERGY STAR CHALLENGE FOR INDUSTRY  
FACILITIES TAKING CHALLENGE  
**24**  
FACILITIES ACHIEVING 10% REDUCTION  
**6**

<sup>1</sup>Cumulative

<sup>2</sup>Metric tons of CO<sub>2</sub>e

Based on 2007 baseline

Values as of year-end 2012



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energy management team.

Hanes took advantage of benchmarking and networking through ENERGY STAR to adopt a “treasure hunt,” based on best practices developed by other ENERGY STAR partners, to uncover energy savings in its facilities. Hanes increased the scope of its treasure hunts as a way to educate and engage employees and share best practices across the organization. ENERGY STAR’s Challenge for Industry also provided a positive means for engaging Hanes’ manufacturing facilities worldwide in achieving energy reduction goals.

### Results

Hanes’ partnership with ENERGY STAR has provided a powerful and authentic way to talk about its energy management program’s accomplishments. From a baseline year of 2007, Hanes has reduced energy intensity by over 21 percent, cut carbon emissions by over 27 percent, and increased the share of renewable energy used to 35 percent. These changes have saved more than \$23 million in energy and water costs in 2012. Hanes has been recognized by EPA as an ENERGY STAR Partner of the Year and Sustained Excellence Award winner. With ENERGY STAR, Hanes developed a successful energy management strategy and met its energy goals by building baseline metrics, tracking ongoing savings, and motivating team members.

To learn more about EPA’s ENERGY STAR resources for industry, visit:

[www.energystar.gov/industry](http://www.energystar.gov/industry).

### Tools and Resources Used by HanesBrands

ENERGY STAR Energy Program and Facility Assessment Matrices and ENERGY STAR Guidelines for Energy Management: [www.energystar.gov/guidelines](http://www.energystar.gov/guidelines)

ENERGY STAR certification registry: [www.energystar.gov/buildinglist](http://www.energystar.gov/buildinglist)

Energy Strategy for the Road Ahead: [www.energystar.gov/energystrategy](http://www.energystar.gov/energystrategy)

ENERGY STAR Challenge for Industry: [www.energystar.gov/industrychallenge](http://www.energystar.gov/industrychallenge)

Teaming Up to Save Energy: [www.energystar.gov/buildings/tools-and-resources/teaming-save-energy](http://www.energystar.gov/buildings/tools-and-resources/teaming-save-energy)